

THE BASSANO MAIL
Bassano, Alberta
Published every Thursday
Walter J. Smith, editor & publisher

CHRISTMAS

In spite of adverse conditions this season, Christmas is still Christmas. We look about and see people sending gifts to their friends, and receiving gifts themselves—no change of course that marks the spirit of friendliness at Christmas time.

We see people giving donations of food to the hungry, contributing fuel and clothing to families in distress.

We see on every side expressions of human kindness and brotherhood, open-hearted generosity, a willingness to lend a helping hand to a fellow man in need.

It is good to see this evidence of the Christmas spirit. It strengthens one's faith in humanity. It is a cheering sign.

All is not well with the world, but though his body may be sorely bruised and battered, the spirit still burns with an unquenchable fire, he still places a high value on faith, love, and brotherhood.

It's Christmas time, friends, so we hope you are getting your share of the Christmas cheer that's going around.

A CHRISTMAS RHYME

At Christmastime, good people all,
Hang high your holly on the wall,
And make your windows gay
For holiday.

The Christmas fire, in woe's despite,
Build to enchantment and delight,
And bid the children bring
Their carolling.

About your board, heaped fair and full,
Pattern your service and your stool,
Lest anyone distrust
Should enter nor be guest.

See to the calling of your door,
That it open gently to the poor,
And give in charity
That bless you be.

At Christmastime, good people all,
Hold kindness and wide festival,
And sweet communion make
For all man's sake.

GERMANY'S CHRISTMAS TREE

The reason for the universal use of a Christmas tree in Germany is connected with the conversion of the country by the British St. Winifred, who challenged by idolaters, cut down an ancient oak which had become an object of worship. Behind it after its fall was discovered a young fir tree, and it then addressed the Christian converts who were standing around him in this manner:

"This little tree, a young child of the forest, shall be your holy tree tonight. It is the wood of peace, for your houses are built of the fir. It is the sign of an endless life, for its leaves are ever green. See how it points upward toward heaven. Let this be called the tree of the Christ-child. Gather about it, not in the wildwood, but in your own homes. There it will shelter no death of blood, but living rites of kindness."

FIXING THE DATE OF CHRISTMAS

The early Christian churches used to celebrate the birthday of Christ, some in January, others in April and May. December being the rainy season in Palestine, it is unlikely that the shepherds would be watching their flocks by night in that month. It may be that one of the later dates was much nearer the actual birthday of Christ. But as Christianity grew, its leaders, wise in their generation, chose for their great festival of the activity a date which coincided with the winter festivals. The festival of the winter solstice was the chief. By then the last leaf had fallen, for the deciduous trees. It was the turning point between decay and the beginning of the new life of spring. Perhaps it was because evergreen, like holly and pine, do not shed their leaves, but symbolize the continuity of life of nature that they have always played a great part in the ceremonies of the winter solstice.

CHRISTMAS IN ENGLAND

In olden days three things seemed to be the main characteristics of Christmas: a decorated home, a roaring fire, and a table groaning under the weight of food, and in respect to these things, we of today have not departed far from the custom of our fathers. A much more modern custom among English speaking people is the artificial Christmas tree, and the exchange of Christmas cards. A huge industry has been built up out of the traditional custom, and millions of these greetings are circulated every year.

TONGUE-TWISTER TOASTS

The following one always remains in my memory as a tongue-twister, which I defy anyone to quote without hesitation after a real, cheery Christmas dinner. Try it on yourself.

Here's a health to all those that we love,
Here's a health to all those that love us—
Here's a health to all those that love them that love those that love us—
That love them that love those that love us—
Love us—

Here are two more:

Here's a health to you and yours,
Likewise to us and ours;
And if ever you and yours
Need help that's in our powers,
We'll do as much for you and yours
As you have done for us and ours.

Here's to thee and me and aw' on us!
May we ne'er want nought, nawn on us!
Neither thee nor me, nor anyone else
Aw on us—nawn on us!

FAMOUS CHRISTMAS PICTURES

Some of the world's most famous pictures have dealt with scenes inseparably connected with the nativity of Christ.

Deep under the Eternal City, in these strange tunnels where Christians sheltered from the persecutions of the Roman emperors, you can still see upon the walls rude paintings of the Christ-child made fully eighteen centuries ago.

Even those are not the earliest of such pictures, for St. Luke himself is believed to have made a representation of his Virgin and Child. No other subject has so greatly engaged the attention of artists, and such pictures must be numbered, not merely by thousands, but by tens of thousands.

The earliest of them, however, are not very interesting from the artistic point of view. That great painter Cimabue, who was born in 1240, was the first artist to show how wonderful a picture could be made of the infant Christ and his mother. The most celebrated of his pictures is still in the Church of Santa Maria Novella in Florence. When finished it was taken in solemn procession from his studio to the church, the crowd shouting with delight when it was unveiled.

In many of an old English mansion was customary to "light" tall candles on Christmas eve, and then a huge log was rolled onto the hearth, called the Yule log. This log was a clever idea that required the strength of several men to roll it into place. The log was cut from a tree felled at midnight, and was to be placed on the hearth during midnight mass on Christmas eve, and was to be lighted by the head of the family. A piece of this burning wood was to be laid aside to light the next year's log with, while at the same time it would protect the household during the coming year.

MANY WOMEN TAKE OUT HOMESTEADS

Almost one-third of the homesteads taken up since July 5, 1931, in Alberta, under the new provincial government regulations have been obtained by women. When Alberta took over its own lands, the regulations covering homesteaded lands were changed to provide for a three-years' residence in the province before entry for homestead could be made, and also to permit women, whether married, single, or widows, to take up land. As a result, the number taken by women since then has been 2,338, compared with 5,012 taken by men.

MERRY CHRISTMAS TO ALL

BASSANO CREAMERY

W. A. BRODIE
Manager




We wish all customers the joy of the Christmas season, and hope they have a smooth road and plenty of power for the journey through 1933.

Bassano Service Station
A. P. PIERSON, proprietor Telephone 89

We thank our patrons for their past patronage, and wish them all a very

MERRY CHRISTMAS
and
HAPPY NEW YEAR
FAT'S QUICK LUNCH




We take this opportunity of thanking our customers for their patronage during the past year, and extend to everybody our best wishes for

A Joyous Christmastide
CITY MEAT MARKET
H. F. McDONALD, proprietor



Wishing you all the Compliments of the Season

IMPERIAL HOTEL
Management and Staff
BASSANO ALBERTA



"Merry Christmas"

FOR LAST-MINUTE CHRISTMAS SHOPPERS
We have a splendid assortment of useful and novel gifts for last minute shopping.
Toilet Articles, Shaving Accessories, Perfumes, Face Powders, Kodaks, Books, Fancy Dishes, Cigarette Lighters, Pen and Pencil Sets, Boxes of Stationery, A great variety of Christmas Cards.
CHOCOLATES

Our Doll Contest closes Saturday night, December 24th.
Christmas Day being Sunday, the winners will be announced and prizes awarded on Monday, Dec. 26, at 12 o'clock noon.

STILES, The Druggist
THE REXALL STORE
Bassano, Alberta



Thank you for your patronage, and Merry Christmas to All
NEW ROYAL CAFE
Bassano, Alberta

Bargain -- CHRISTMAS and NEW YEAR -- Fares

BETWEEN ALL POINTS IN CANADA FOR CHRISTMAS FOR NEW YEARS

One way fare and one quarter for round trip Going Dec. 22, 24, 25, 26. Good to return until Dec. 27.	One way fare and one quarter for round trip Going Dec. 30, 31, 1932, Jan. 1, 2, 1933. Good to return until Jan. 3, 1933.
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FOR CHRISTMAS and NEW YEARS
One way fare and one third for round trip
Going December 22, 24, 25, 1932. Good to return until January 3, 1933.

Plan your Christmas and New Year's trip now. Ask the Ticket Agent for full particulars.

CANADIAN PACIFIC

Now under one roof GENERAL ELECTRIC Servants for every Electrical Need

LOOK FOR THE SIGN



GENERAL ELECTRIC
Authorized Home Appliance Dealer



G-E REFRIGERATOR



G-E TOASTER



G-E RANGE

THE FIRST ANNIVERSARY OF OUR APPOINTMENT AS EXCLUSIVE GENERAL ELECTRIC HOME APPLIANCE DEALERS

Just a year ago we made the important decision of selling General Electric Home Appliances exclusively. Our decision was a happy one—it has been endorsed by the buying public.

More people are buying G.E. Home Appliances today than any other make.

Be sure that your Electrical Gifts this Christmas bear the famous name—"General Electric."

"MADE IN CANADA"

FLANAGAN BROS.
Bassano - HARDWARE - Alberta



G-E WASHER



G-E CLEANER



G-E RADIO

WANT ADS

Want Ads cost two cents a word, and no charge is made for name and address. Possible in advance cash must accompany ad copy.

Legal notices, 12 cents a line for first insertion and 10 cents a line for each subsequent insertion.

CHRISTMAS GREETING CARDS: With printed name and address. 12 cards and envelopes \$1.25; 18 cards and envelopes \$1.50. These are nice greeting cards, some of which sell ordinarily for 10 cents each with no printing. We also have a Christmas greeting card with western scenes—mountain and ranch scenes—selling for a higher price. The Bassano Mail.

LOST—FOX TERRIER: black, white, and brown; answer to the name of Dick. Reward. Ralph Burrows, Coates. 24p

For Late Shoppers

We have Christmas Gifts in great variety for
MOTHER
FATHER
SISTER
BROTHER
and FRIENDS

Handkerchiefs, Towels
Kayser Gloves, Kayser Hose
Dainty Silk Undies,
Men's Ties, Men's Spats,
Scarves, Pillowcases,
Men's Shirts and Socks,
and a host of other useful
and beautiful articles.

**Wishing
One and All
A Very
Merry
Christmas**



GROCERIES

Staple and Fancy Groceries for the Christmas Table

SOUP, Campbell's tomato only, 3 tins for 35

CHICK MEAT, per tin 35

COFFEE, 1 lb. vacuum tin, fine Arabian blend 40

GROUND SWEET ALMONDS, per tin 25

ALMOND PASTE, ready use 1 lb. tin 25

CHERRY JELLY, pure, exceptionally fine quality, per 4 lb. tin 55

FRENCH PEAS, size No. 1, 2 tins for 45

FISH, large Tarragon, per lb. 25

TURKISH DELIGHT, delicious sweetmeat per lb. 30

TABLE RAISINS, large Muscatels, per box 50 and 50

CHOCOLATES, per box 85 to \$2.25

CHEESE, old Gilton, very fine, per lb. 50

TEA, special Broken Orange Pekoe, per lb. 50

COFFEE, Chase & Sanborn's, 3 lb. pkg. \$1.00

ORANGES 3 doz. \$1.00

BANANAS 2 lbs. for 25

Ripe Tomatoes, Lettuce, Celery, Sweet Potatoes

NUTS—Walnuts, Almonds, Filberts, Brazil, Chestnuts

APPLES, JAP ORANGES, PEARS

**JAMES
JOHNSTON**
The Quality Store

BURN

MIDLAND

"Once means always"

branded for
your
protection



W. S. Playfair
PHONE 26

OBITUARY

The death of Mrs. Annie M. Brown, aged 66, a former resident of Bassano, and also quite well known in Calgary, occurred at the home of her son, Randall R. Brown, 217 Nassau Street, Winnipeg, on Dec. 18, burial taking place in Elmwood Cemetery there on the 16th. Mrs. Brown was always an active and intelligent worker in church and community affairs in Bassano, and was universally respected. She is survived by her son, Randall R., and daughter, Kathryn, at the above address.

HOSPITAL NEWS

B. O. Telgeland, Bassano farmer, was admitted to the hospital recently, and Friday, Dec. 15 he underwent an operation for appendicitis. Wm. Mair, from the coal mine, is a patient in the hospital. Beryl Hulen, of Hussar, was admitted a few days ago. Mrs. A. Skerrett is a patient in the hospital.

GALT
FURNACE
LUMP

**\$7.50 a ton delivered
for two days only,
Tuesday and Wednesday,
Dec. 27, 28.**

This is another opportunity to buy the famous GALT COAL at a special low price.

W. S. Playfair
Phone 26

LOCAL NOTES

Mrs. D. MacLeod went to Calgary on Tuesday.

Mrs. E. Cameron, of Calgary, is visiting in Bassano with her daughter, Mrs. Jas. Johnston. She will remain for the Christmas holidays.

Mr. and Mrs. F. Pragnell and family were in Calgary last Saturday.

Mr. and Mrs. A. Cador and daughters were visitors to Calgary last Saturday.

Christmas trees and concert in Knox Church, Thursday evening, Dec. 22.

School closes for the Christmas holidays on Friday afternoon this week, and will re-open Tuesday, Jan. 2nd.

CRAWLING VALLEY

CRAWLING VALLEY, Dec. 16—Miss Mildred Waltemath, of Gen., who has been with Mrs. Roy Robson two months, has returned home. The Dorothy Ladle, Aid held a very enjoyable social and sale of fancy work some time ago. Mrs. Arthur Peake held the lucky number that won the silk quilt.

Mr. and Mrs. Frank Thew, R. B. McKinney and son were Sunday callers at the R. Robson home.

Mr. and Mrs. F. Harper motored to Calgary last week.

Mr. and Mrs. Brink were afternoon callers at the Thew home last Saturday.

Miss Gladys Thew is visiting in Calgary.

Mr. and Mrs. R. B. McKinney and F. Thew and Roy Robson motored to Calgary on Tuesday.

Mr. and Mrs. Harold Thew were callers at the Robson home on Friday.

WALL-MCKINNEY

Lois Edith McKinney, youngest daughter of Mr. and Mrs. R. B. McKinney, became the bride of Benjamin F. Wall, of Vancouver, on Friday, Dec. 2. The bride, who was given in marriage by her father, looked charming in a gown of ruby-tone crepe de chene. Miss Gladys Thew and Harold Nickle were in attendance. The ceremony took place in Knox Church, Calgary, Rev. Dickson officiating.

Mr. and Mrs. Fred Johnson returned home Friday after visiting several weeks with Mrs. Johnson's parents at Crossfield.

Mr. and Mrs. P. Law and son Arnold were Sunday visitors at the home of their daughter, Mrs. H. Thew.

Mr. and Mrs. W. R. Whitney motored to Calgary Monday.

KNOX PRESBYTERIAN CHURCH

Rev. F. C. McCrea, Minister

"The Church Where Everybody Feels at Home."

Sunday, December 25, 1932

Christmas Service.

11 a.m.—Combined Sunday School and Service. Subject: "God's Gift to Men."

7:30 p.m.—Christmas Service; subject, "The Ideal Christmas." Chorus by the choir girls.

Come to Church on Christmas Sunday.

Something for Nothing

The Wildfire Coal Contest Closes Next Month. You may enter absolutely free.

**NEW LOWER PRICE
WILDFIRE COAL, \$6.50 a ton delivered**

Phone 31

CROWN LUMBER Co. Ltd.

BASSANO ALBERTA



Here's wishing you
A Merry Christmas

SAMBROOKE'S GARAGE

TIRE REPAIRS - BATTERY REPAIRS
GASOLINE - OIL - TIRES - ACCESSORIES

McKEE'S

The Christmas Store

GIFTS HERE FOR EVERYBODY

The Gift you are looking for at the price you wish to pay. Gifts beautiful, useful, serviceable, and most inexpensive.

Come in—look around—see the magnificent display—choose the gifts most suitable for your friends—and your purse. It's easy here.



Gifts for the Ladies



BEAUTIFUL SILK HOSE

of Holeproof standard quality; each pair nicely boxed \$1.00, \$1.25, \$1.50 a pair

LOVELY SILK LINGERIE

of Woods' well known quality. PAJAMAS \$1.95, \$2.95 a suit

SLIPS \$1.95 NIGHT GOWNS \$1.95, \$2.95

BLOOMER and BRASSIERE SETS \$1.50 - \$1.95 a set

BLOOMERS and PANTIES \$1.00 a pr. VESTS \$1.00 each

DAINTY HANDKERCHIEFS

Shipped to us direct from Belfast, Ireland. Lovely Handkerchiefs in white, plain colored, fancy checks, and delightful floral designs.

Single Hanks 10c, 15c, 2 for 25c

Boxed in two, three, and half dozens, priced at 25c, 35c, 45c, 55c per box

Many More Acceptable Gifts from 25c to \$3.50

Visit Toyland, the
Kiddies' Paradise



Gifts for the Men



SMART NEW TIES

Large selection of smart new ties in all the latest designs; Currie quality; individually boxed 50c, 75c, \$1.00, \$1.25, \$1.50

MEN'S DRESSY SOCKS

Holeproof quality; soft, pure wool, and silk and wool; in new check designs and fancy clox 50c, 75c, and \$1.00 a pair

MEN'S HANDKERCHIEFS

Give him handkerchiefs this Christmas; plain white, white with colored border 15c each, 2 for 25c, 2 for 35c

Initial Handkerchiefs linen, 50c each; cotton, 25c each

See our display of Shirts, Suspenders, Garters, Suspender and Garter Sets, Belts, Scarves, etc., all reasonably priced.

To Everybody
we wish
"A Merrie Christmas"

Good wishes for the future,
Kind memories of the past,
Remembrance in the present,
And friendship to the last.

Grocery Department
Christmas Dinner Table

In addition to what you would read in our poster sent to you through the mail, we will have full supplies of all Fruits and Vegetables, such as:

Hot House Tomatoes
Cauliflower
Head Lettuce
Sweet Spuds

Bananas
Delicious Apples
Grape Fruit
Sweet Oranges

Brussel Sprouts
Cranberries
Parsnips
Celery

Jap Oranges
Table Grapes
Table Figs
Table Raisins

All these goods will be fresh and of best quality.

CHRISTMAS TREES



Good Trees from Bragg Creek. All sizes from

15c to 75c

We have a supply of small, nice trees suitable for the table.

Christmas Tree and Table Decorations

We expect consignment of Holly by

Thursday morning.

On Hand: Tree Candleholders; Tree Candles, and other decorations.

Last Suggestions

Christmas Cake, Fancy Boxes of Chocolates, Fancy Boxes of Cigars and Cigarettes, Mixed Candies at very low prices; Nuts of all kinds; Olives; Soups; Oysters, and etc.

McKEE'S STORES

Phone 9

"Always at Your Service"